

# CAMBRIDGE ARTS

# OPEN STUDIOS



*Photos by Adam Gooder*

## Citywide, Free and Open to the Public Connecting Cambridge Artists, Residents, and Businesses

### ABOUT CAMBRIDGE OPEN STUDIOS

Taking place over one spectacular weekend in April 2014, the 6<sup>th</sup> annual citywide Cambridge Open Studios includes visual, literary, and performing artists in all neighborhoods of the city who open their studios to the public. Cambridge Open Studio events connect local artists with the broader population of the city and region by creating opportunities to promote artists and expand their audiences while encouraging the sale of unique locally made artwork.

### PLANNING PROCESS

Historically, the Open Studios events in Cambridge were organized by Cambridgeport Artists Open Studios (CAOS) and North Cambridge All Arts Open Studios (NoCa). In 2008, the Cambridge Arts Council collaborated with these two events and included artists in Mid-Cambridge and other neighborhoods of the city. Ever since, Open Studios was able to engage a great number of artists, community members, and visitors to Cambridge. To spread the word and reach out to the community, we distribute 15,000 brochures throughout Cambridge and beyond, send informative emails to more than 4,000 members of our list serve as well as promote the events through social media networks. In addition, we display posters in businesses, municipal buildings, schools, libraries, and community organization throughout the city. Cambridge Open Studios unites artists and audiences, providing an exceptional and valuable opportunity to connect directly and to explore the unique character of city neighborhoods.

### ACCOMPLISHMENTS

Over one event filled weekend, approximately 300 performing, literary and visual artists working in all media living and/or working in Cambridge will participate in an estimated 150 venues. The Open Studios weekend also included a series of high-profile common venues where there were additional opportunities for artists to present their work in group exhibitions. Cambridge Open Studio events also highlighted the city's public art collection of more than 180 artworks in parks, plazas, municipal buildings and open spaces.

### PROJECT EVALUATION

An advising committee comprised of participating artists meets monthly to provide valuable feedback and suggestions regarding the events. After the Open Studio events, the Cambridge Arts Council solicits feedback from participating artists that reflects on their experience and the events.

Cambridge Open Studios unites artists and audiences, providing an exceptional and valuable opportunity to connect directly with a captive audience and explore the unique character of city neighborhoods.



## **CAMBRIDGE OPEN STUDIOS 2014**

### **Sponsorship Opportunities**

#### **Benefactors (\$10,000)**

- Visibility in studio spaces and common venues during the weekend (signage and/or branded materials)
- Opportunity to have marketing table/tent onsite at 35<sup>th</sup> River Festival ( June 7, 2014)
- Logo presence on Cambridge Open Studios banners
- Logo on Cambridge Open Studios posters
- Prominent logo placement on acknowledgement page of open studios brochure
- Logo on E-advertising (including e-blasts, twitter, facebook, & smart phone app)
- Prominent logo hyperlink placement on Cambridge Arts website
- Ten invitations to the Open Studios VIP Party

#### **Champions (\$5,000)**

- Visibility in common venues during Open Studios weekend (signage and/or branded materials)
- Logo on Cambridge Open Studios posters
- Prominent logo placement on acknowledgement page of open studios brochure
- Logo on E-advertising (including e-blasts, twitter, facebook, & smart phone app)
- Prominent logo hyperlink placement on Cambridge Arts website
- Five invitations to the Open Studios VIP Party

#### **Advocates (\$2,500)**

- Logo on Cambridge Open Studios posters
- Prominent logo placement on acknowledgement page of open studios brochure
- Logo on E-advertising (including e-blasts, twitter, facebook, & smart phone app)
- Prominent logo hyperlink placement on Cambridge Arts website
- Cambridge Open Studios poster for business window
- Two invitations to the Open Studios VIP Party

#### **Supporters (\$1,000)**

- Name listing on acknowledgement page of brochure
- Logo on E-advertising (including e-blasts, twitter, facebook, & smart phone app)
- Logo hyperlink listing on Cambridge Arts website
- Cambridge Open Studios poster for business window

#### **Friends (\$500)**

- Name Listing on E-advertising (including e-blasts, twitter, & facebook)
- Logo Placement on Sponsor Page of Smart Phone App
- Hyperlink listing on Cambridge Arts website
- Cambridge Open Studios poster for business window

#### **Media and In-Kind (Negotiable)**

- In-Kind Sponsors contact: Julie Barry, Director of Community Arts  
[jbarry@cambridgema.gov](mailto:jbarry@cambridgema.gov) or 617-349-4381